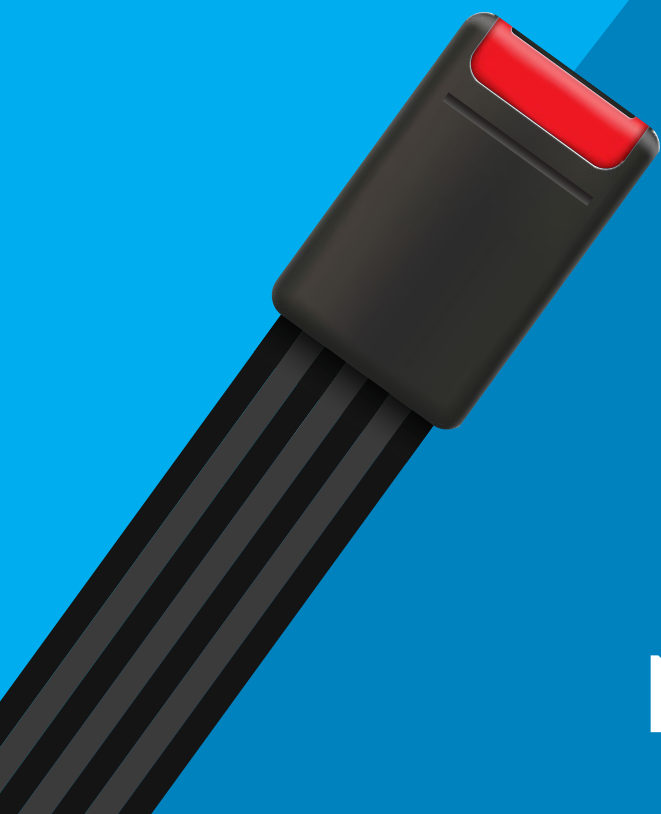




# 2020 CLICK IT OR TICKET SOCIAL MEDIA PLAYBOOK



# How to Use This Playbook

---

This document is a social media playbook for the Click It or Ticket campaign. It includes specific content and assets, along with instructions, to address 18-34-year-old male drivers. The content in this playbook is designed for easy posting and seamless integration into your current social media strategy. Your communication efforts throughout the year may help save lives.

# Table of Contents

Campaign Overview .....	<a href="#">4</a>
▶ Campaign Summary .....	<a href="#">4</a>
▶ Objectives .....	<a href="#">4</a>
▶ Click It or Ticket Posting Strategy .....	<a href="#">5</a>
Social Media Content.....	<a href="#">6</a>
▶ Content Organization .....	<a href="#">7</a>
▶ Post Examples .....	<a href="#">8</a>
▶ Sizes Available .....	<a href="#">9</a>
▶ Content Pages - English .....	<a href="#">10</a>
▶ Content Pages - Spanish .....	<a href="#">15</a>
NHTSA Contact .....	<a href="#">18</a>

# Campaign Overview

---

## Click It or Ticket Campaign Summary

One of the safest choices drivers and passengers can make is to buckle up. Thankfully, many Americans already understand the value of wearing their seat belt—the national use rate was 89.6% in 2018. However, nearly 10% of the population still needs to remember to #BuckleUp every time they get in a vehicle – day or night.

## Objectives

- ▶ Motivate drivers to use their seat belt every time they get in a vehicle – day or night
- ▶ Promote awareness of increased police enforcement of seat belt laws

## Click It or Ticket Posting Strategy

The Click It or Ticket enforcement period is November 16-29, 2020, with paid advertising running from November 9-29, 2020. It is encouraged to post throughout the month of November, but especially during the enforcement period.

Posting throughout the month of November will help consistently remind drivers how important it is to wear your seat belt. Evening and weekend posts may be helpful in reminding drivers to buckle up before they head out for social activities or weekend errands.

Below are some relevant hashtags to use when posting about the campaign:

- ▶ **#BuckleUp**
- ▶ **#ClickIt**
- ▶ **#ClickItOrTicket**
- ▶ **#SeatbeltSafety**

# Social Media Content

This section contains shareable social media content for the Click It or Ticket campaign. Provided on pages [10-15](#) are downloadable graphics with accompanying suggested posts that you can use on your own channels.

Below are two sample social media posts, one for Twitter, using a rectangular graphic, and one for Instagram/Facebook, using a square-shaped graphic.



 *Twitter*



  *Facebook/Instagram*

On the following pages, you will see additional graphic and post examples in a variety of sizes for the campaign. Be sure to consider which social media platform your target audiences are using when choosing the graphics and post content. Also, take into consideration that most people use mobile phones when checking their social media accounts. The graphics in this playbook are optimized for mobile platforms.

## Content Organization

The social media content is organized into sections based on the location and message content for the graphics. Both English and Spanish versions are provided.

### English

- ▶ General – Pg. [10](#)
- ▶ Urban: Daytime – Pg. [11](#)
- ▶ Urban: Nighttime – Pg. [12](#)
- ▶ Rural: Daytime – Pg. [13](#)
- ▶ Rural: Nighttime – Pg. [14](#)

### Spanish:

- ▶ Urban: General – Pg. [15](#)
- ▶ Urban: Daytime – Pg. [16](#)
- ▶ Urban: Nighttime – Pg. [17](#)

## Post Examples

Below are examples of how posts should look when published.

### Facebook



1 Downloaded graphic from [trafficsafetymarketing.gov](https://trafficsafetymarketing.gov).

2 Suggested copy from this playbook.



## Sizes Available

Social media graphic sizes vary across the ever-changing social media platforms. In this playbook we included four different sizes based on suggested industry standards and best practices. Most graphics are available as animated versions on the [trafficsafetymarketing.gov](https://trafficsafetymarketing.gov) website.

### Facebook/Instagram Posts

1200x1200 (square)



1000x1200 (vertical)



### Facebook/Instagram Stories

1080x1920



### Twitter Posts

1200x675



## General (English)

### STEP

#### 1 Download graphics.

Download the "Truck\_Day" graphic below at:  
[Traffic Safety Marketing](#)



### STEP



#### 2 Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below.



#### Sizes Available:

  Facebook/Instagram Posts  
1200x1200  
1000x1200

  Facebook/Instagram Stories  
1080x1920

 Twitter Posts  
1200x675

- The national seat belt use rate in 2018 was 89.6%— we can do even better. If you only wear one thing in the car, make sure it's your seat belt. **#BuckleUp** – day and night. **#ClickItOrTicket**
- Among 18-34-year-olds killed in crashes in 2018, more than half (58%) were completely unrestrained. Choose to **#BuckleUp** and make your seat belt the one thing you wear in the car. **#ClickItOrTicket**
- A dumb way to die – not wearing your seat belt. In 2018, there were 9,778 unbuckled passenger vehicle occupants killed in crashes in the U.S. Make sure you **#BuckleUp**. **#ClickItOrTicket**
- Think you'll be okay without your seat belt because you're a tough guy? In 2018, 65% of the 22,697 passenger vehicle occupants killed were men. **#BuckleUp** **#ClickItOrTicket**
- In 2018, 52% of men killed in crashes were unrestrained. Don't be one of those guys. Wear the one thing that matters in the car: your seat belt. **#BuckleUp** **#ClickItOrTicket**
- Among 18-34-year-olds killed in crashes in 2018, more than half (58%) were completely unrestrained. Just like your favorite shirt, make your seat belt mandatory going-out attire and **#BuckleUp** – day or night. **#ClickItOrTicket**
- In 2018, there were 9,778 unbuckled passenger vehicle occupants killed in crashes in the U.S. Just like your favorite jeans, make your seat belt mandatory attire and **#BuckleUp** – day or night. **#ClickItOrTicket**

## Urban: Daytime (English)

### STEP

#### 1 Download graphics.

Download the "Car\_Day" graphic below at:  
[Traffic Safety Marketing](#)

### STEP


#### 2 Combine with suggested copy below or feel free to draft your own.


Copy/paste one of the suggested posts below.



- In 2018, there were 10,330 passenger vehicle fatalities in urban locations. Don't let your death be because you weren't wearing your seat belt. **#BuckleUp #ClickItOrTicket**
- Driving to the grocery store? Picking up a friend at the airport? Dropping off mail at the post office? You may be dressed down for your to-do list, but make sure your seat belt is the one thing you do have on. **#BuckleUp #ClickItOrTicket**
- Going to play ball with the boys? You may not need a shirt, but you do need your seat belt. In 2018, 52% of men killed in crashes were unrestrained. **#BuckleUp. #ClickItOrTicket**
- Grabbing lunch with your mom? While you may not want to dress up, make sure you wear your seat belt. In 2018, 52% of men killed in crashes were unrestrained. **#BuckleUp. #ClickItOrTicket**

### Sizes Available:

**f**  Facebook/Instagram Posts  
1200x1200  
1000x1200

**f**  Facebook/Instagram Stories  
1080x1920

 Twitter Posts  
1200x675

## Urban: Nighttime (English)

### STEP

#### 1 Download graphics.

Download the "Car\_Night" graphic below at:  
[Traffic Safety Marketing](#)



### STEP



#### 2 Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below.



### Sizes Available:

  Facebook/Instagram Posts  
1200x1200  
1000x1200

  Facebook/Instagram Stories  
1080x1920

 Twitter Posts  
1200x675

- The percentage of unrestrained fatalities that occurred at night increased from 55% in 2017 to 56% in 2018. Always wear your seat belt – day or night. **#BuckleUp #ClickItOrTicket**
- In 2018, 56% of passenger vehicle occupants killed at night were not wearing their seat belts. Don't be one of those guys. **#BuckleUp** day and night. **#ClickItOrTicket**
- In 2018, 65% of the 22,697 passenger vehicle occupants who were killed were men. Don't become one of those guys tonight. **#BuckleUp #ClickItOrTicket**
- Picking up your hot date tonight? Make sure they're buckled before you head out. In 2018, there were 9,778 unbuckled passenger vehicle occupants killed in crashes in the U.S. **#BuckleUp** before you go. **#ClickItOrTicket**
- **#BuckleUp** if you're heading to the club tonight with the boys. In 2018, there were 10,330 passenger vehicle fatalities in urban locations. **#ClickItOrTicket**
- Heading out to catch the night game or a movie? Be sure to **#BuckleUp** and arrive safely. More than half (58%) of 18-34-year-olds killed in crashes in 2018 were completely unrestrained. **#ClickItOrTicket**
- Hitting the town tonight? Make sure you wear your seat belt. In 2018, there were 10,330 passenger vehicle fatalities in urban locations. **#BuckleUp** day and night. **#ClickItOrTicket**



## Rural: Daytime (English)

### STEP

#### 1 Download graphics.

Download the "Truck\_Day" graphic below at:  
[Traffic Safety Marketing](#)


### STEP


#### 2 Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below.



### Sizes Available:

 Facebook/Instagram Posts  
1200x1200  
1000x1200

 Facebook/Instagram Stories  
1080x1920

 Twitter Posts  
1200x675

- In 2018, there were 12,068 passenger vehicle fatalities in rural locations. Don't let your death be because you weren't wearing your seat belt. **#BuckleUp #ClickItOrTicket**
- Driving to the grocery store? Picking up your kid from school? Dropping off mail at the post office? You may be dressed down for your to-do list, but make sure your seat belt is the one thing you do have on. **#BuckleUp #ClickItOrTicket**
- Going for a hike with the boys? You may not need a shirt, but you do need your seat belt. In 2018, 52% of men killed in crashes were unrestrained. **#BuckleUp. #ClickItOrTicket**
- Heading to the football game? While you may not want to dress up, make sure you wear your seat belt. Among 18-34-year-olds killed in crashes in 2018, more than half (58%) were completely unrestrained. **#BuckleUp. #ClickItOrTicket**
- Snack bag full? Playlist ready? Seat belt on? When hitting the road for your next adventure, make you sure you wear your seat belt. In 2018, there were 9,778 unbuckled passenger vehicle occupants killed in crashes in the U.S. Make sure you **#BuckleUp. #ClickItOrTicket**
- Checking up on things around the farm? Among 18-34-year-olds killed in crashes in 2018, more than half (58%) were completely unrestrained. Make sure to **#BuckleUp** and wear your seat belt. **#ClickItOrTicket**

## Rural: Nighttime (English)


### STEP


#### 1 Download graphics.


Download the "Truck\_Night" graphic below at:  
[Traffic Safety Marketing](#)



### Sizes Available:

 Facebook/Instagram Posts  
1200x1200  
1000x1200

 Facebook/Instagram Stories  
1080x1920

 Twitter Posts  
1200x675

### STEP

#### 2 Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below.

- The percentage of unrestrained fatalities that occurred at night increased from 55% in 2017 to 56% in 2018. Always wear your seat belt – day or night. **#BuckleUp #ClickItOrTicket**
- In 2018, 56% of passenger vehicle occupants killed at night were not wearing their seat belts. Don't be one of those guys. **#BuckleUp** day and night. **#ClickItOrTicket**
- Heading to a friend's house for the night? Make sure you wear your seat belt. In 2018, there were 12,068 passenger vehicle fatalities in rural locations. **#BuckleUp** day and night. **#ClickItOrTicket**
- In 2018, 65% of the 22,697 passenger vehicle occupants who were killed were men. Don't become one of those guys tonight. **#BuckleUp #ClickItOrTicket**
- Picking up your hot date tonight? Make sure they're buckled before you head out. In 2018, there were 9,778 unbuckled passenger vehicle occupants killed in crashes in the U.S. **#BuckleUp** before you go. **#ClickItOrTicket**
- If you're heading out tonight with the boys, **#BuckleUp**. In 2018, there were 12,068 passenger vehicle fatalities in rural locations. **#ClickItOrTicket**
- Heading out to catch the night game or a movie? Be sure to **#BuckleUp** and arrive safely. More than half (58%) of 18-34-year-olds killed in crashes in 2018 were completely unrestrained. **#ClickItOrTicket**
- Everything seems calm when driving down country roads late at night, but you always need your seat belt. In 2018, there were 12,068 passenger vehicle fatalities in rural locations. **#BuckleUp** – day and night. **#ClickItOrTicket**
- You never know what will happen on the road at night, but you can be prepared by wearing your seat belt. In 2018, 56% of passenger vehicle occupants killed at night were not wearing their seat belts. **#BuckleUp** – day and night. **#ClickItOrTicket**

## Urban: General (Spanish)

### STEP

#### 1 Download graphics.

Download the "Car\_Night" graphic below at:  
[Traffic Safety Marketing](#)



### Sizes Available:



Facebook/Instagram Posts

1200x1200

1000x1200



Facebook/Instagram Stories

1080x1920



Twitter Posts

1200x675

### STEP

#### 2 Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below.  
Do not copy **red** text.\*

*\*It is not necessarily a direct translation but for reference only.*

- En el 2018 murieron 10,330 pasajeros vehiculares en zonas urbanas por no llevar puesto el cinturón de seguridad. **#AbrochadoOmúltado**.  
*Translation: In 2018, there were 10,330 passenger vehicle fatalities in urban locations. Don't let your death be because you weren't wearing your seat belt. #ClickItOrTicket*
- Entre las personas de 18 a 34 años que murieron en choques durante el 2018, más de la mitad no llevaban puesto el cinturón de seguridad. **#AbrochadoOmúltado**.  
*Translation: Among 18-34-year-olds killed in crashes in 2018, more than half weren't wearing their seat belt. #ClickItOrTicket*
- No deberías de morir en un choque por no llevar puesto el cinturón de seguridad. **#AbrochadoOmúltado**.  
*Translation: You shouldn't die in a crash because you weren't wearing your seat belt. #ClickItOrTicket*
- ¿Piensas que si no llevas puesto el cinturón, a ti no te pasará nada porque eres un hombre fuerte? En el 2018, de las 22,695 personas que murieron en un choque, el 65% eran hombres. **#AbrochadoOmúltado**.  
*Translation: Think nothing will happen to you if you're not wearing your seat belt because you're a tough guy? In 2018, 65% of the 22,697 people killed in a crash were men. #ClickItOrTicket*
- La manera más tonta de morir es por no abrocharte el cinturón de seguridad. En el 2018, murieron 9,778 personas en choques vehiculares por no llevar puesto el cinturón. **#AbrochadoOmúltado**.  
*Translation: The dumbest way to die is not wearing your seat belt. In 2018, there were 9,778 people killed in vehicle crashes for not wearing their seat belt. #ClickItOrTicket*
- Aumentó el porcentaje de muertes en choques por no llevar puesto el cinturón de seguridad. De 55% en el 2017 a 56% en el 2018. Ponte siempre el cinturón, de día o de noche. **#AbrochadoOmúltado**.  
*Translation: The percentage of people killed in crashes for not wearing their seat belt increased from 55% in 2017 to 56% in 2018. Always wear your seat belt – day or night. #ClickItOrTicket*

## Urban: Daytime (Spanish)

### STEP

#### 1 Download graphics.

Download the "Car\_Day" graphic below at:  
[Traffic Safety Marketing](#)

### STEP

#### 2 Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below.  
Do not copy **red** text.\*

*\*It is not necessarily a direct translation but for reference only.*



- ¿Vas al campo de futbol? Llevarás muy puesta la camiseta, pero es más importante llevar el puesto el cinturón de seguridad. **#AbrochadoOmultado**

*Translation: Are you going to the soccer field? You may be wearing the t-shirt but it's more important to be wearing the seat belt. #ClickItOrTicket*

- ¿Vas al supermercado? ¿Vas por un amigo al aeropuerto? ¿Vas a visitar a tu familia? Vístete con el cinturón de seguridad para que llegues a salvo a tu destino. **#AbrochadoOmultado**

*Translation: Driving to the grocery store? Picking up a friend at the airport? Going to visit family? Dress up with your seat belt so you can arrive safely to your destination. #ClickItOrTicket*

### Sizes Available:



Facebook/Instagram Posts

1200x1200

1000x1200



Facebook/Instagram Stories

1080x1920



Twitter Posts

1200x675



## Urban: Nighttime (Spanish)


### STEP


#### 1 Download graphics.


Download the "Car\_Night" graphic below at:  
[Traffic Safety Marketing](#)



### Sizes Available:

 Facebook/Instagram Posts  
1200x1200  
1000x1200

 Facebook/Instagram Stories  
1080x1920

 Twitter Posts  
1200x675

### STEP

#### 2 Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below.  
Do not copy **red** text.\*

*\*It is not necessarily a direct translation but for reference only.*

- En el 2018, el 56% de las personas que murieron en choques vehiculares durante la noche no llevaban puesto el cinturón de seguridad. No seas uno de ellos. **#Abrochate** de día y de noche. **#AbrochadoOmultado**  
*Translation: In 2018, 56% of people killed in passenger vehicle crashes at night were not wearing their seat belts. Don't be one of them. #BuckleUp – day and night. #ClickItOrTicket*
- ¿Sales de fiesta esta noche? Asegúrate de llevar puesto el cinturón de seguridad. Es más importante que ir bien vestido. **#Abrochate** de día y de noche. **#AbrochadoOmultado**  
*Translation: Hitting the town tonight? Make sure you're wearing your seat belt. It's more important than dressing nice. #BuckleUp – day and night. #ClickItOrTicket*
- ¿Invitaste a tu novia a cenar? Asegúrate de **#abrocharte** el cinturón antes de que salgas por ella. En el 2018, murieron 9,778 personas en choques vehiculares por no llevar puesto el cinturón. **#AbrochadoOmultado**  
*Translation: You invited your girlfriend to dinner tonight? Make sure to #BuckleUp before you head out to pick her up. In 2018, there were 9,778 people killed in vehicle crashes for not wearing their seat belt. #ClickItOrTicket*
- ¿Vas al cine? Asegúrate de **#Abrocharte** el cinturón para que llegues a salvo. Entre las personas de 18 a 34 años que murieron en choques durante el 2018, más de la mitad no llevaban puesto el cinturón de seguridad. **#AbrochadoOmultado** de día y de noche.  
*Translation: Heading out to catch a movie? Be sure to #BuckleUp to arrive safely. More than half of 18-34-year-olds killed in crashes in 2018 were not wearing their seat belt. #ClickItOrTicket – day and night. road. #RulesForTheRoad #NoSpeeding*

# NHTSA Contact

---

If you have questions about the Click It or Ticket campaign, please contact Mike Joyce at [Mike.Joyce@dot.gov](mailto:Mike.Joyce@dot.gov).